

CITY OF COOPERSVILLE
REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
Coopersville City Hall; 289 Danforth Street, Coopersville, Michigan

November 9, 2021

Board Chairman Veldman called the meeting to order at 5:15 P.M.

Roll Call

Present:

Board Member Kelly	Board Member Dykstra
Board Member Karasinski	Board Member Noel
Board Member Luther	Board Member Grossenbacher
Board Member Ver Berkmoes	Chairman Pro Tempore Slater
Board Member Gerard	Chairman Veldman
City Manager/DDA Director Dennis Luce	

Absent: Board Member Buth and Board Member Du Pilka

Motion by Board Member Dykstra with support by Board Member Noel to excuse the absence of Board Member Buth. Motion carried unanimously.

Additions/Corrections to Agenda DDA Director said everyone received the Amended Agenda.

Minutes

Motion by Board Member Kelly with support from Board Member Slater to approve the meeting minutes of October 12, 2021, as written and presented. Motion carried unanimously.

Citizen Input and Suggestions City of Coopersville Recreation Director Matt McKinnon passed out information on "Circle of Trees" being done this year and being called "Berends Circle of Trees" in honor of Ellen Berends.

Public Hearings None

Petitions & Communications

Discussion was held on the DDA Snowplowing bids from two local companies.

City Manager/DDA Director Luce went over the details regarding the length of the contract and the payment schedule of the contract. He said that J.B. Outdoor Services LLC was the low bidder and submitted the required insurance certificate and supplied references as requested on the original RFT.

Board Member Kelly wondered about the sidewalks. DDA Director Luce said those would be taken care of by a collaboration of the business owners, the contracted snowplow company, and the DPW if/as needed.

Board Member Ver Berkmoes ask about salting, businesses did in the past salt their own area. Company has a salter unsure about salting sidewalks.

Board Member Slater stated that the cost would come out of the Contractual Services Budget for the DDA.

Motion by Board Member Slater with support by Board Member Luther to award the two-year contract for DDA Snowplowing to J.B. Outdoor Services LLC. Motion carried unanimously.

DDA Information Packet

Motion by Board Member Dykstra with support by Board Member Noel to receive and file the DDA Information Packet. Motion carried unanimously.

Citizen's Input and Suggestions None

City Manager/DDA Director's Report

City Manager/DDA Director Dennis Luce reported on the following items:

- *Thank you, Mayor Young for attending the DDA Meeting. He also extended a Welcome to Board Member Gerard to the DDA Board.*
- *He said the 3rd Annual Deer Widow's Event was very successful and he had heard many positive things from and about the downtown businesses.*
- *The Christmas Parade will be on December 3, 2021. The parade will start at the school and end on Main Street. They will be using the City Hall/former Fire Department garage for Santa.*
- *The Updated DDA By-Laws were approved by City Council on Monday November 8, 2021.*
- *There is a hiring committee in place for the DDA Marketing and Economic Development Administrator. There were eleven applicants and four of those applicant's information has been sent to the committee members for review and interviews will be scheduled soon. Hopefully the position will be filled by December.*

Board Member & Chairman Veldman's Comments

Board Member Ver Berkmoes

- Brought up that she heard from a resident commenting/complaining on the start time of 5:15 p.m. for the DDA Meeting and how this limits public participation because of the early start time. She believes the start time is because the downtown business owners are coming from work at their local businesses and that in the past no public members were in attendance.
- She also said the Deer Widow's Event was great and a lot of people were here for it.
- She also said there is no announcing for the Christmas Parade this year because of the new route.

Board Member Karasinski

- He said that the participation of the Deer Widow's Event was great. He said a lot of people and businesses owners liked the music and wonders if music can play more during the day for shoppers and visitors.
- He wants to encourage the hiring committee for the new *DDA Marketing and Economic Development Administrator* to concentrate on hiring someone who will work on developing the identity of the downtown, will continue to work on the Discover Coopersville Brand, and to expand on getting businesses downtown that will bring people here.

Board Member Dykstra:

- Stated that the Deer Widow's Event was great, and the businesses were packed. It was wonderful to see the community come together for the event.

Board Member Slater:

- The goal of Branding Coopersville is very big.
- He believes that building up the Chamber is vital to the businesses and encourages locale businesses to join the Chamber and participate in it. It is going to take a lot of entities to build up the downtown and its identity.

Board Member Kelly:

- She agrees with Board Member Slater for the need of a strong Chamber of Commerce.

Board Member Luther:

- He says that changing the 5:15 p.m. meeting time will not make everyone happy. He suggested to look at maybe a Live Stream/Video Stream of the meetings.

Board Member Grossenbacher:

- He stated the need of a strong, healthy downtown. He said the downtown events that were held last summer helped drive growth, but events like that are not free. The DDA budget helped with some of the money needed for those events. He says additional marketing money is needed for the branding of “Discover Coopersville”.
- He would like to see relationships built between selling business owners and new business owners – to develop new business owners that will draw more people into the downtown. He hopes that the new hire would work on that. Board Member Slater replied to that comment by saying that when his building was empty, he worked with the city DDA person on staff at that time to find a good fit for a new tenant/business and that he expects the new hire will work to do the same for other business owners.

Chairman Veldman:

- Thanked all the board members in attendance for a good meeting.

Adjournment

Motion by Board Member Slater with support from Board Member Noel to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 5:46 P.M.

Chairman, Ron Veldman